

# RECOMMENDATIONS

## CHARACTER AREA RECOMMENDATIONS

Throughout the planning process, stakeholders emphasized that the Upper Westside is an extremely diverse area that combines a wide variety of activities, lifestyles, and interests. The single, overarching theme of this LCI plan, therefore, is to protect and in fact enhance these eclectic qualities.

To reinforce the distinctiveness of the Upper Westside, stakeholders divided the large study area into a series of character areas. Character areas are those parts of an overall geography that group around a recognizable set of physical or social attributes. Character areas might emerge because of a common built environment, shown through signs and images, lighting, open space, architectural style, building scale and set backs, and land uses. Character areas also might express a coherent social or cultural story because of historical background, an arts or music identity, or the ethnicity of their residents.

This plan uses the character area concept as the overall guide to manage change and redevelopment within the Upper Westside. The vision for each character area is included below. This section also organizes specific recommended public realm improvements by character area. Open space, connectivity, transit and transportation projects are shown on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

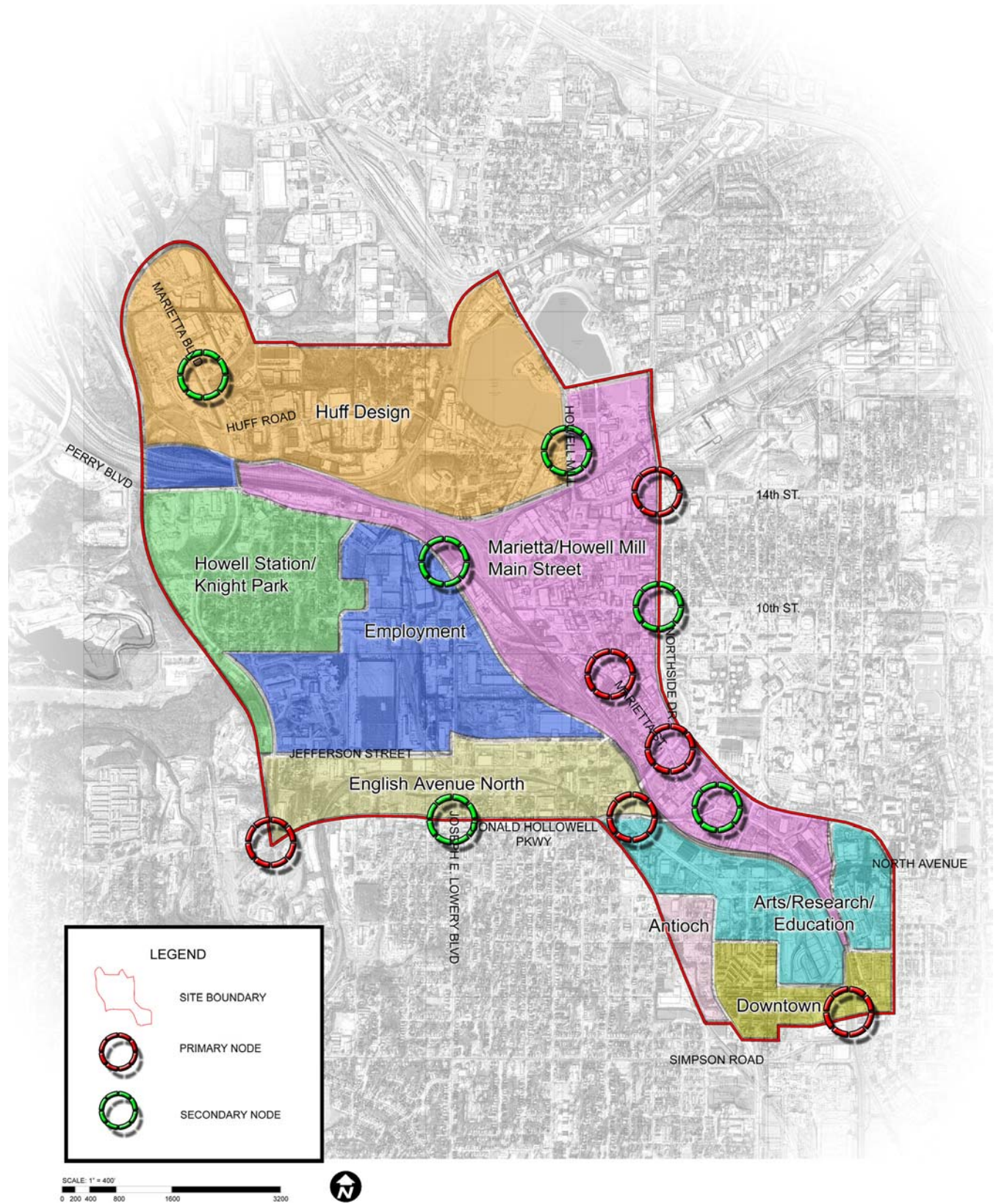
Figure 17 shows the character areas along with primary and secondary activity nodes. The purpose of activity nodes is to punctuate key corridors of the Upper Westside with focused commercial and housing opportunities. Nodes organize future development, promote mixed uses, support alternative transportation options by bringing people closer to planned transit, pedestrian and biking corridors, and assist in wayfinding.

The primary nodes are designated to support higher density, mixed uses, to accommodate new redevelopment opportunities, and to include a signature community element, such as a larger open space or architecturally distinct feature. Secondary nodes function primarily as gateways and orientation points.



STAKEHOLDERS DESIRE GATHERING OPPORTUNITIES AND OPEN SPACE

FIGURE 17 –CHARACTER AREAS AND NODES





# RECOMMENDATIONS

## MARIETTA-HOWELL MILL MAIN STREET

Focused around the Marietta and Howell Mill corridors, this character area is the major north-south spine of the Upper Westside. It features a mixed use, pedestrian-scale environment of live/work units, adaptive reuse of existing buildings, lofts, galleries, restaurants and entertainment joined by a distinct post-industrial look. This is the area that residents and area visitors should most identify as the “downtown” or “main street” of the Upper Westside.

## HOWELL STATION/KNIGHT PARK

Focused on a historic residential neighborhood, this area features existing single-family houses, compatible, new single family residential infill, open space connections, and close-by, neighborhood-scale retail opportunities along Marietta Street.

## HUFF DESIGN

Focused along Huff Road, this area integrates medium-density residential opportunities in Blandtown with a diverse destination shopping district that includes industrial show rooms, retail (interior design), live/work, light industry, office, and warehousing.

## EMPLOYMENT

The emphasis in this area is maintaining and enhancing the existing, varied employment base. With an area that includes sites along West Marietta Street, Lowery Boulevard, and Jefferson Street, this economic hub of the Upper Westside blends existing and new industrial activities with live/work and other mixed use spaces.



TYPICAL ADAPTIVE REUSE FOR OFFICE  
OR LIVE/WORK USE IN THE MAIN  
STREET AREA

# RECOMMENDATIONS

## ENGLISH AVENUE NORTH

This is a neighborhood revitalization area that complements the existing English Avenue neighborhood with new medium-density housing opportunities, a greenway, and a mix of commercial and residential uses along Donald Lee Hollowell Parkway.

## ANTIOCH

This area features a revitalized medium to high density residential neighborhood with convenient retail options along Northside Drive.

## ARTS/EDUCATION/RESEARCH

This area will continue its predominantly institutional use with anchors such as Coca-Cola and Georgia Tech, but will also link to the Upper Westside with loft offices, restaurants, and other convenient services.

## DOWNTOWN

This area links the Upper Westside to major Downtown cultural and tourism destinations and provides a more intense mix of urban shopping and living experiences.



NORTHYARDS BUSINESS PARK - PART OF THE ARTS/EDUCATION/RESEARCH CHARACTER AREA

# RECOMMENDATIONS

## MARIETTA/HOWELL MILL MAIN STREET

This area, which stretches from the very southeastern tip of the study boundary, to the north along Northside Drive and Howell Mill Road, and then west to include West Marietta Street, sets the tone for the physical character and creativity in the Upper Westside. Marietta Street was once a pedestrian and transit oriented corridor of street-front shops and businesses during the thriving Bellwood era.

Its corridors, therefore, contain many of the area's most architecturally significant and historic buildings. The area currently draws from its heritage with pockets of excellent adaptive re-use (King Plow, Means Street), along with context appropriate infill development (1016 Lofts). The Marietta/Howell Mill area also plays a key connectivity role for the Upper Westside. Its north-south orientation joins major downtown uses on the south, Georgia Tech on the east, and Atlantic Station to the north.

Despite these assets, Marietta/Howell Mill suffers from several challenges. The distinctive design character of the area, which is rooted in its former industrial use, is vulnerable to erosion as development pressure increases the appeal of mainstream investment. The land use and urban fabric of the area have a number of glaring gaps, particularly evident along Northside Drive, Brady Avenue, and the western stretch of West Marietta. Given the unusual configuration of its intersections and corridors and the presence of rail corridors, the area is also very disorienting and lacks physical connectivity.

The general land use, urban design, open space/connectivity, and transportation projects identified below are intended to recapture the historic vitality and prominence of Marietta Street by promoting a contemporary version of the traditional, pedestrian friendly, mixed use main street. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



MEANS STREET AREA HAS SOME OF MARIETTA/HOWELL MILL MAIN STREET'S MOST SIGNIFICANT HISTORIC ARCHITECTURE



# RECOMMENDATIONS

## Land Use

Land uses in this area should be mixed and relatively dense, with an emphasis on pedestrian-oriented retail, housing, live-work units and offices along Marietta Street, Howell Mill Road and Northside Drive. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

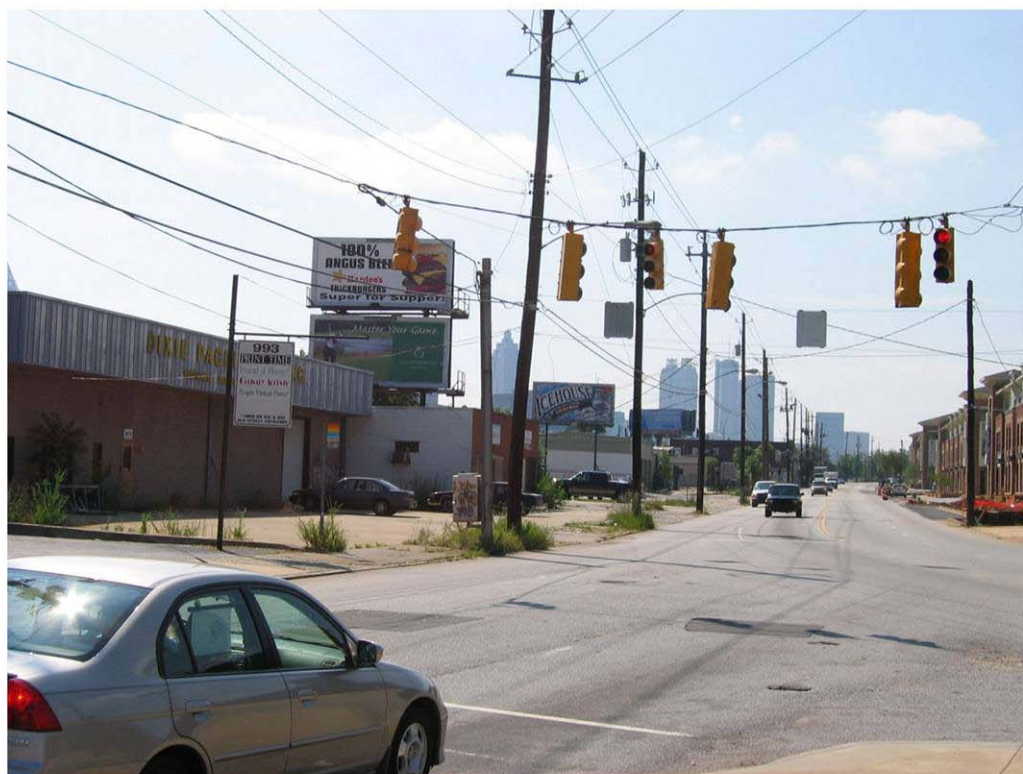
## Urban Design

The urban design character of this area emphasizes a high quality pedestrian realm reinforced by restored industrial structures and contemporary mixed use buildings that reflect the materials, scale and building relationships of the historic fabric. As shown in Figure 18 on the following page, the emphasis on streetscape and context appropriate building features would transform an auto-dominated corridor into a street with pedestrian accessible public and private spaces. The corridor would also anchor a dedicated in-street trolley line as described more fully under the transit section. The Area Specific Implementation section contains detail on proposed urban design guidelines.



EXAMPLE OF NEW CONSTRUCTION COMPATIBLE WITH UPPER WESTSIDE'S URBAN DESIGN CHARACTER

FIGURE 18 - MARIETTA STREET – BEFORE AND AFTER



MARIETTA 'MAIN STREET' BEFORE



MARIETTA 'MAIN STREET' AFTER



# RECOMMENDATIONS

Figure 19 illustrates in both plan and section form the major design features of the recommended Marietta Main Street corridor. The section (lower image) shows three 12-foot travel lanes (including a lane for in-street trolley use), a planting/furniture zone (5 feet), and pedestrian zone (10 feet). The plan sketch (upper image) illustrates the specialty paving that would denote the center passing lane that allows for joint transit and vehicular use.

FIGURE 19 – STREET SECTION, MARIETTA MAIN STREET





# RECOMMENDATIONS

## Nodes

**Northside Drive and 14th Street:** This primary node and major gateway functions as “downtown Home Park.” It would feature high density, pedestrian-oriented mixed use development at the intersection and connect to a greenway feature along Hemphill Avenue.

**Howell Mill Road and Huff Road:** This secondary node functions primarily as a key gateway into the Westside Market area and specialized retail along Huff Road. This node is an excellent site for wayfinding features and signs to orient visitors seeking out retail and restaurant destinations.

**Joseph Lowery Boulevard and West Marietta Street:** This secondary node functions as a gateway to the King Plow Arts Center and a link to Puritan Mill and the industrial/warehouse uses of the Employment area.

**Marietta Street and Howell Mill Road:** This primary node acts as the “living room” to the Upper Westside, featuring medium-density, mixed use activity and small public or semi-public plazas. The acute angle at which the streets join creates a strong opportunity for an orienting gateway feature.

**Marietta Street and Northside Drive:** Perhaps the most visible intersection of the study area, this primary node is envisioned for high-density, mixed use activity with public space and public art marking entry into the heart of the Upper Westside.

**Marietta Street and Means Street:** This secondary node includes a medium density mix of institutional, commercial, and residential uses set within a designated historic district.



ACTIVITY NODES BRING TOGETHER A DIVERSE SET OF ACTIVITIES THAT BENEFIT FROM PROXIMITY

# RECOMMENDATIONS

## Open Space

Since there is very limited open space or publicly owned land in the study area, the open space strategy emphasizes a network of smaller, dispersed pocket parks and urban plazas or linear greenway features, as well as the addition of public access to current privately-owned sites with landscaping elements.

The LCI recommends the following open space/plaza opportunities:

- 10th Street Park: A small park/plaza between Northside Drive and Howell Mill Road (Project OS-4) at the intersection of Watkins Street and 9<sup>th</sup> Street; the site currently consists of open space and surface parking near an existing business.
- West Home Park Plaza: A neighborhood park along the new street link (Ethel Street) between Northside Drive and Howell Mill Road (Project OS-7); the site currently consists of undeveloped land set between existing businesses. Though access to this site is currently poor, the topography and dramatic views from the site would make an ideal central space as the area re-develops.



SURFACE PARKING AND OPEN SPACE ALONG  
WATKINS STREET



OPEN SPACE OPPORTUNITIES IN WEST HOME PARK



# RECOMMENDATIONS

## Pedestrian Amenities

Establishing a high quality public realm along the streets is an essential recommendation for encouraging the pedestrian circulation, intensity of uses, and transit access envisioned along an enhanced Marietta/Howell Mill Main Street.

The LCI recommends the corridors below for primary streetscape treatments that include such elements as sidewalks on both sides of the street, street furniture, street lighting, curbs, ramps, and street trees.

- ☐ Marietta Street/Howell Mill Road Streetscape from Simpson Street to Huff Road (Project P-1)
- ☐ Northside Drive Streetscape from Simpson Street to Bishop Street (Project P-2)
- ☐ 14<sup>th</sup> Street Streetscape between Hemphill Avenue and Howell Mill Road (P-21): a segment of a larger streetscape project initiated by the Home Park Community Improvement Association intended to enhance this critical east-west corridor from the I-75/85 Connector west to Howell Mill Road

The plan recommends the following corridors within Marietta Street/Howell Mill area for secondary streetscapes that include sidewalks on both sides of the street and street lighting. The purpose of these streetscapes is to allow for pedestrian access that supports designated nodes and the main area corridors.

- ☐ Means Street Streetscape along the length of the street (Project P-4)
- ☐ Brady Street Streetscape along the length of the street (Project P-6)
- ☐ West Marietta Street Streetscape from Howell Mill to the intersection with Marietta Boulevard (Project P-7)
- ☐ 10<sup>th</sup> Street Streetscape between Northside Drive and Brady Avenue (Project P-8)
- ☐ 8<sup>th</sup> Street Streetscape between Northside Drive and Brady Avenue (Project P-9)



GOOD STREETSCAPE CREATES A COMFORTABLE SPACE FOR PEDESTRIANS

# RECOMMENDATIONS

Recommended pedestrian crossings with elements such as striping, ramps, and signalization in the Marietta Street/Howell Mill area are identified below. The purpose of the crossings is to enhance function at intersections that according to analysis have safety issues and to strengthen east-west access from the Upper Westside to Home Park and Georgia Tech.

- Northside Drive/Marietta Street Crossing (Project X-1)
- Howell Mill Road/Marietta Street Crossing (Project X-2)
- Northside Drive at 10<sup>th</sup> Street Crossing (Project X-3)
- Northside Drive at 8<sup>th</sup> Street Crossing (Project X-4)
- Northside Drive at 14<sup>th</sup> Street Crossing (Project X-5)
- Howell Mill Road & 14<sup>th</sup> Street Crossing (Project X-8)
- Howell Mill Road & 10<sup>th</sup> Street Crossing (Project X-9)
- Bankhead Bridge Connector (Project X-10). The existing bridge has been closed since 1991 due to deck failure and extensive corrosion of the steel truss members. The bridge had a sufficiency rating of 23 at that time, significantly below the sufficiency rating of 50 that is considered to require replacement for vehicular use. Field observation indicates that the eastern approach of the bridge has been demolished and turned into a parking lot for a private use. Rebuilding a new bridge would, therefore, require right-of-way from this parking lot. This connection is intended as a pedestrian and bike link only and would establish a critical east-west link from developments in the western portion of the study area to the Means Street/Marietta Street/Georgia Tech area. Additional structural analysis would be required to determine if the bridge can be reinforced to safely accommodate pedestrian traffic or if complete replacement is required.
- Lowery Boulevard/West Marietta Street Crossing (Project X-11)
- Marietta Street & North Avenue Connection (Project X-16)
- Northside Drive & 16<sup>th</sup> Street Crossing (Project X-19)
- Marietta Street & Brady Street Crossing (Project X-20)



WELL-MARKED PEDESTRIAN CROSSINGS ALLOW PEOPLE TO MOVE SAFELY NEAR VEHICLES



# RECOMMENDATIONS

## Transit

In addition to the regional transit opportunities discussed in Transit Recommendations, the plan proposes a local service route along the spine of the Upper Westside study area.

- Local Trolley Line (Project O-10): As shown on the Marietta Main Street image, this concept recommends an in-street trolley line that would loop along Northside Drive, Marietta Street, and Howell Mill Road. The purpose of the trolley is to reflect a historic mode of circulation within the area, activate street-level uses along key corridors, link to major attractions, such as Atlantic Station, the Georgia World Congress Center the Aquarium and the Atlanta University Center, and connect users to other regionally-based transit proposals, such as the Beltline and the MARTA C-Loop. Prior to implementation, the trolley concept would require additional analysis to determine the feasibility, potential ridership, funding, and likely phasing of the project.



A STREETCAR ALONG MARIETTA & HOWELL MILL STREETS WOULD COMPLEMENT STREET- ORIENTED USES AND CONNECT TO REGIONAL TRANSIT PROPOSALS



# RECOMMENDATIONS

## Transportation

The LCI recommends the following improvements to enhance the function of intersections that demonstrated safety deficiencies in crash data analysis. Though Figure 25 graphically displays all of the following improvements, the plan does not assign project numbers and implementation detail to those recommendations addressing sight distance and roadway conditions along Northside Drive. The Northside Drive corridor is being studied more closely as part of an ongoing City of Atlanta planning and transportation effort.

- ☐ Northside Drive and 14<sup>th</sup> Street: to include the closing of Hemphill from 14<sup>th</sup> Street to Northside Drive and the removal of signals at Hemphill at Northside Drive and Hemphill at 14<sup>th</sup> Street. Motorists can access Northside Drive through other north-south access streets in Home Park, such as Curran, Flynn, and McMillan. Hemphill will end in a dead end, but pedestrian access will be possible through to the intersection.
- ☐ Northside Drive and 10<sup>th</sup> Street: to include sight distance improvements
- ☐ West Marietta Street and Lowery Boulevard: to include road realignment, signal upgrade, pedestrian facilities upgrade, and roadway rehabilitation (Project I-2)
- ☐ Northside Drive and Marietta Street: to include geometric improvements and signal upgrade
- ☐ Brady Avenue and Howell Mill Road: to include the realignment of Brady to intersect Howell Mill at a 90 degree angle (Project I-4)
- ☐ West Marietta Street and Marietta Boulevard: to include roadway rehabilitation (Project I-5)

The plan recommends the following roadway improvement and new roadway projects for purposes of refining the irregular street grid between Northside Drive and Brady Avenue and enhancing function and safety along major corridors.

- ☐ Northside Drive Corridor from Bishop Street south to Marietta Street, including drainage system improvements, access management through median treatment, signal upgrades, and a signal timing study
- ☐ Howell Mill Road Corridor with redesign to a consistent 4-lane corridor along Howell Mill Rd throughout the study area (Project IR-5)
- ☐ Extension of Ethel Street from Northside Drive to Howell Mill Road (Project NR-1) to enhance east-west connectivity
- ☐ A new north-south link between Howell Mill Road and Northside Drive from Ethel Street to 14<sup>th</sup> St. (Project NR-2)



# RECOMMENDATIONS

## HOWELL STATION AND KNIGHT PARK

This historic neighborhood set in the northwest quadrant of the study area is the only intact single-family residential enclave of the Upper Westside. Howell Station and Knight Park has undergone a revitalization in recent years with the restoration of many of its late 19<sup>th</sup> Century and early 20<sup>th</sup> Century houses and new infill housing construction.

A variety of industrial and institutional uses surround the neighborhood, which is bounded on the north by West Marietta Street, on the east by the MeadWestvaco Packaging Company, on the south by the Fulton County Jail, and on the west by Marietta Boulevard. As a result, Howell Station and Knight Park is vulnerable to encroachment by large scale and possibly incompatible uses, particularly along its western edge. The neighborhood also suffers from poor pedestrian connectivity and a lack of adequate community space.

The general land use, open space/connectivity, and transportation projects identified below are intended to preserve and protect the traditional neighborhood qualities of Howell Station and Knight Park and to enhance its pedestrian accessibility and community identity. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



NEW SINGLE FAMILY CONSTRUCTION TYPICAL OF HOWELL STATION

# RECOMMENDATIONS

## Land Use

Land use strategies should retain an almost exclusively single-family residential pattern within the neighborhood, complemented on West Marietta Street by small scale, pedestrian oriented retail establishments. Land use along Rice Street and west of Marietta Boulevard should also emphasize either residential or mixed residential/commercial activity to reduce the possibility of encroaching industrial uses from the west. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Open Space

The plan recommends the following open space projects to re-establish the community identity of the neighborhood and maximize use of an existing facility.

- Knight Park is a 2.6 acre park and community center set within the neighborhood. The park currently suffers from some erosion issues and the community facility is in disrepair. The LCI plan strongly supports the City of Atlanta's programming of the park and facility for renovation as an opportunity to re-establish a central gathering space and identity for the community (Project OS-3)
- West Marietta Park (OS-9): small landscaped passive open space and neighborhood gateway along West Marietta Street just west of Herndon; the site is currently undeveloped and functions mainly as a gateway for the Howell Station and Knight Park neighborhood



OPEN SPACE OPPORTUNITY ALONG  
WEST MARIETTA

## Pedestrian Amenities

The plan recommends the following pedestrian facilities to enhance north-south access in the neighborhood to support increased park use and possible transit/greenway opportunities in the area.



FEW HOWELL STATION STREETS HAVE SIDEWALKS

- Howell Station and Knight Park Sidewalks (Project P-5): The neighborhood has a partial sidewalk network in place. To enhance connectivity within the area, the plan recommends the addition of sidewalks along Rice Street on both sides; and along Herndon Street, Tilden Street, Church Street, Niles Avenue and Warfield Street on one side
- Marietta Boulevard (P-16): The plan also recommends a secondary streetscape along Marietta Boulevard to include sidewalks, curbs and ramps



# RECOMMENDATIONS

## HUFF DESIGN

This quickly transforming area in the northern part of the study area contains a mix of industrial/warehousing uses, destination retail, new mixed use development, and a small residential pocket in the historic neighborhood of Blandtown. Surrounding industrial uses have encroached on the 1920s wooden mill houses in the neighborhood so that today less than a dozen households, many in a deteriorated physical condition, remain.

The challenges facing the Huff Design area stem mainly from the diverse mix of activities in the area, which produce truck traffic, very poor pedestrian access, and land use incompatibilities.

The specific projects below are intended to enhance both the vehicular and pedestrian accessibility of the area, reestablish a healthy residential fabric along the corridor, and create a more coherent neighborhood identity through open space opportunities. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



DESTINATION RETAIL IN THE HUFF DESIGN AREA



MOST OF THE HUFF DESIGN AREA LACKS  
ADEQUATE PEDESTRIAN FACILITIES

# RECOMMENDATIONS

## Land Use

Land use in the area should continue to be mixed, with an emphasis on destination interior-design-oriented retail, some industry, flex office space, and new housing within the Blandtown area. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Nodes

**Marietta Boulevard and Elaine:** This secondary node acts as the gateway into the Huff Design area and would feature neighborhood retail and medium density residential combined with an open space feature. A 186-unit loft-townhouse development with planned retail space currently under construction will anchor this node and likely spur additional growth.

## Open Space

The plan identifies the following open space opportunities for the area:

- Hemphill Waterworks Park (OS-1): This project promotes a rare opportunity to recapture public open space surrounding water from an existing institutional use. Recommended elements would include moving the existing fence closer to the reservoirs to allow some public access to the open space and installation of amenities such as paths, picnic benches, and picnic shelters. Of course implementation of the project requires consultation with the City's Watershed Management Department to ensure that public access does not compromise water supply safety.
- Huff Road Plaza (Project OS-5): A small plaza at the intersection of Huff Road and Ernest Street; the site is currently a narrow unused strip of land, but could serve as a strong gateway for the Huff area



THE HISTORIC WATERWORKS



OPEN SPACE OPPORTUNITY AT MARIETTA BOULEVARD AND ERNEST STREET



# RECOMMENDATIONS



- Huff Road and Marietta Boulevard Park (Project OS-6): A neighborhood park on the strip of land south of Elaine Street at its intersection with Marietta Boulevard; the site is currently undeveloped and would be adjacent amenity for to a residential project under construction.
- Additionally, the plan recommends an east-west greenway link (Project P-19) running along the Georgia Power easement corridor north of Culpepper Street from Ellsworth Industrial Boulevard to the rail line and crossing through the Blandtown area

## Pedestrian Amenities

The plan recommends the following pedestrian infrastructure for the Huff Design area to support increased residential use in the Blandtown area and better access to emerging detail retail opportunities.

- Blandtown Sidewalks (Project P-10): The Huff Design area has very limited infrastructure to support safe pedestrian circulation. To enhance connectivity within the area, the plan recommends the addition of sidewalks on one side of the street along Fairmont Street, Booth Avenue, English Street and Boyd Avenue.
- Blandtown Crossing (Project X-12): to include striping, ramps, and signalization
- Huff Road Streetscape (Project P-12): A safe, comfortable pedestrian zone along Huff Road can help to establish a long-term identity for the area as a “park-once” retail destination, where shoppers can circulate among showrooms and warehouses. The plan, therefore, recommends a secondary streetscape with sidewalks, curbs, ramps, and street furniture along the Huff Road corridor.



HUFF ROAD CURRENTLY LACKS ANY PEDESTRIAN ORIENTED FEATURES

# RECOMMENDATIONS

## Transportation

The roadway improvements and new roadway links below are intended to refine internal and external access for an area currently dominated by large, industrial parcels and separated by rail on the south. The projects refine the irregular street grid within the area and create additional access from other character areas to the Huff Design area. Corridor and capacity improvements also address the deficient physical condition of Huff Road. As shown in the Community Profile, Huff Road currently functions as an observed truck route. To minimize conflicts with the emerging mixed use pattern of the corridor, the plan recommends that trucks adhere to designated state truck routes and seek feasible alternatives to east-west movement along Huff Road, such as Hollowell Parkway to Marietta Boulevard.

- Bishop Street and Howell Mill Road Intersection Improvement (Project I-1): to include geometric improvement and a signal study
- Huff Road Corridor (Project IR-4): capacity improvements along the corridor east of Marietta Boulevard
- Menlo Drive Extension (Project NR-3): an extension of Menlo Drive to Huff Road, forming a two-lane loop roadway with sidewalks
- Trabert Avenue (Project NR-4): reconnection of Trabert Avenue around Waterworks to create a two-lane roadway with sidewalks
- Knight Park/Huff Road Connector (Project NR-6): southward extension of Fairmont Avenue as a two-lane bridge with sidewalks across the rail corridor to Church Street
- Marietta Boulevard (Project NR-7): a new east-west link from Marietta Boulevard to Ellsworth Industrial Drive and bordering the south side of the proposed open space along Elaine
- Fairmont Avenue (Project NR-8): a new east-west link from Fairmont Avenue to the south end of Huber



ADEQUATE AND WELL MAINTAINED ROADWAY DRAINAGE IS AN ISSUE ALONG SEVERAL MAJOR CORRIDORS



# RECOMMENDATIONS

## EMPLOYMENT

As the economic hub of the Upper Westside, the Employment area is a mix of industrial activity, ranging from large, stable users such as the Fulton County Correctional Facility, ADM, MeadWestvaco and Georgia Power to marginal small scale uses, such as junkyards. The area also includes alternative office space within the restored Puritan Mill soap factory building.

The presence of these larger scale and internally oriented land uses in the “industrial triangle” of the Employment area creates a disconnected and uninviting public realm and generates truck traffic and other compatibility issues with adjoining non-industrial activities.

To accommodate the critical industrial operations of the Upper Westside, reinforce a friendlier public realm, and promote better buffering between industrial and non-industrial activities, the plan recommends the open space/connectivity and transportation projects below. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

## Land Use

The land use strategy for the area should continue to emphasize industrial activity combined with flexible mixed use, office, and live-work spaces. The emphasis on live-work space is an excellent opportunity for placing workforce housing near the study area’s major job-generators. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Nodes

**West Marietta and Joseph Lowery Boulevard:** This secondary, lower intensity mixed use node acts as a key gateway to and from the Employment area and a physical link to the King Plow Arts Center and the western portion of the study area.



ACTIVITY NODE AT WEST MARIETTA AND JOSEPH LOWERY BOULEVARD

# RECOMMENDATIONS

## Open Space

Given the presence of large scale uses in this area, the open space strategy promotes opportunities for plazas or green space on existing sites and public space along the main corridor.

- Lowery Boulevard Park (Project OS-8): conversion of current, unimproved surface parking on a parcel adjacent to Puritan Mill into a four-acre park for the community



OPPORTUNITY TO REGAIN OPEN SPACE  
FROM MARGINAL USES IN KEY AREAS

## Pedestrian Amenities

Streetscape features along the main corridor of the Employment area are intended to support additional mixed use activity.

- Lowery Streetscape (Project P-14): a primary streetscape along the length of the Lowery Boulevard Corridor to include sidewalks, street furniture and lighting, curbs, ramps and street trees
- Jefferson Street Bike Path (Project P-20): an on-street bike path designated by signs and striping.

## Transportation

Transportation improvements for the area include the following projects to enhance access among the area's large parcels and increase the safety and function of the main corridor.

- Lowery Boulevard Corridor (Project IR-3): roadway and drainage system improvements along the corridor between Jefferson Street and Donald Lee Hollowell Parkway
- Jefferson-Marietta Connector (Project NR-5): a new north-south two lane roadway running north from Jefferson Street to connect with West Marietta Street



LOWERY BOULEVARD CORRIDOR NEEDS IMPROVEMENTS



# RECOMMENDATIONS

## ENGLISH AVENUE NORTH

This area south of Jefferson Street and the Employment area is a mixture of generally small scale industrial activity and encroached residential pockets. Low intensity strip commercial uses dominate Donald Lee Hollowell Parkway on its southern boundary. The area suffers from physical blight, vacant and underused lots, and uses incompatible with remaining houses.

The general land use, open space/connectivity, and transportation projects identified below are intended to accommodate some industrial activity, reestablish viable residential uses in proximity to the jobs-rich Employment area, and encourage a more neighborhood and pedestrian friendly environment along Donald Lee Hollowell Parkway. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

### Land Use

The land use strategy should encourage flexible mixed use spaces, especially live-work units, integrated with denser housing, and neighborhood-serving commercial uses on Donald Lee Hollowell Parkway. Commercial should concentrate at key nodes, such as the intersection of Lowery and Donald Lee Hollowell Parkway, to reverse the spread of strip commercial along the corridor. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.



LIVE-WORK UNITS ARE PARTICULARLY SUITED TO THE ENGLISH AVENUE NORTH AREA

# RECOMMENDATIONS

## Nodes

**Donald Lee Hollowell Parkway and Marietta Boulevard:** This primary node in proximity to the Bankhead MARTA Station is envisioned as a higher intensity mixed use transit node, offering medium density residential and retail uses.

**Joseph Lowery Boulevard and Donald Lee Hollowell Parkway:** This secondary node is a gateway into the English Avenue North and the Employment area and intended to anchor pedestrian scale commercial that serves the existing English Avenue community.

**Northside Drive and Donald Lee Hollowell Parkway:** This primary node would support higher density, mixed use activity. As one of the most visible convergence points within the study area it could also anchor a signature public space or orienting feature for the Upper Westside.

## Open Space

The plan recommends the following open space opportunity:

- English Avenue North Park (Project OS-2): acquisition of a 1.5-acre vacant parcel at Paines Avenue and Wheeler Street in English Avenue North neighborhood



OPEN SPACE OPPORTUNITY IN ENGLISH AVENUE NORTH



# RECOMMENDATIONS

## Pedestrian Amenities

The recommended pedestrian facilities below would support live/work and mixed use spaces and street-front retail proposed for this area.

- ☐ Jefferson Street Sidewalks (Project P-11): sidewalks along both sides of Jefferson Street
- ☐ Jefferson Street Bike Path (Project P-20): on-street bike lane including strip and signs along Jefferson Street
- ☐ Donald Lee Hollowell Parkway and Northside Drive Crossing (Project X-6): to include striping, ramps and signalization
- ☐ Donald Lee Hollowell Parkway and Lowery Boulevard Crossing (Project X-13): to include striping, ramps and signalization
- ☐ Donald Lee Hollowell Parkway and English Avenue Crossing (Project X-14): to include striping, ramps and signalization
- ☐ Donald Lee Hollowell Parkway Streetscape (Project P-3): sidewalks, street furniture and lighting, curbs, ramps and street trees along the length of the corridor from Northside Drive to Marietta Street
- ☐ English Avenue North-GWCC Greenway (Project P-13): concrete multi-use path along rail corridor with entrances, boundary fencing, lighting and signs.



IMPROVEMENTS TO THE DONALD LEE HOLLOWELL PARKWAY STREETScape SHOULD HELP SPARK REDEVELOPMENT

## Transportation

The LCI recommends the following transportation improvements for the area to address identified safety issues.

- ☐ Donald Lee Hollowell Parkway and Joseph Lowery Boulevard (Project I-3): to include geometric improvements and utility pole relocation
- ☐ Donald Lee Hollowell Parkway Corridor (Project IR-1): capacity improvement and geometric improvements along Donald Lee Hollowell Parkway from the railroad track going east to Northside Drive
- ☐ Donald Lee Hollowell Parkway Corridor (Project IR-2): roadway capacity and drainage system improvements along Donald Lee Hollowell Parkway between Marietta Boulevard and Joseph Lowery Boulevard

# RECOMMENDATIONS

## ANTIOCH

Antioch includes a mix of stable institutional uses, such as the church after which the area is named, existing single-family housing, new multi-family residential uses, and marginal industrial and commercial space, particularly along Northside Drive. The area suffers from pockets of physical blight, vacant and underused parcels, and poor connectivity due to the auto-dominated character of Northside Drive.

The general land use and pedestrian projects identified below are intended to promote mixed use redevelopment activity and a more neighborhood oriented environment along Northside Drive. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

### Land Use

The land use strategy should encourage denser mixed use redevelopment linked to street-oriented commercial uses on Northside Drive. The land use pattern should punctuate the corridor by grouping higher intensity at key intersections. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

### Pedestrian Amenities

The plan recommends the following pedestrian amenities to improve east-west connectivity between the Antioch area and Georgia Tech/Northyards.

- ☐ Northside Drive & North Avenue Street Crossing (Project X-15): to include striping, ramps, and signalization
- ☐ Northside Drive & Kennedy Street Crossing (Project X-17): to include striping, ramps, and signalization



NEW MULTIFAMILY REDEVELOPMENT WILL HELP STABILIZE THE ANTIOCH AREA



# RECOMMENDATIONS

## ARTS/EDUCATION/RESEARCH

This area includes commercial activity along Northside Drive, but is primarily dominated by the larger scale office and institutional uses associated with Georgia Tech, Coca-Cola, and Northyards Business Park.

The general land use, urban design and pedestrian strategies identified below are intended to promote a more pedestrian friendly mixed use environment and stronger physical links between the Georgia Tech campus and the Upper Westside. Specific projects are identified Open space, connectivity, transit and transportation projects are shown on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.



GEORGIA TECH'S NORTH AVENUE RESEARCH AREA WILL BRING SIGNIFICANT HIGH TECH ACTIVITY TO THE UPPER WESTSIDE

### Land Use

The land use pattern will continue to accommodate institutional and office uses, but should also emphasize a stronger orientation toward the public realm by large users and the addition of supporting retail and possibly live-work spaces. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

### Urban Design

Design guidelines should emphasize modern/post-industrial buildings that express both their technology and research functions and the

industrial roots of the surroundings. The Area Specific Implementation sections contains detail on proposed urban design guidelines.

### Pedestrian Amenities

The following pedestrian amenity is identified to promote stronger access to existing office/institutional uses and to support street-oriented infill uses, such as restaurants and retail.

- ☐ North Avenue and Northyards Street Crossing (Project X-18): to include striping, ramps, and signalization

# RECOMMENDATIONS



## DOWNTOWN

This area at the very southern tip of the study area is currently a mix of retail, office, and parking, along with the Atlanta Housing Authority property—Herndon Homes. Portions of Herndon Homes have been razed to create parking and an additional redevelopment site adjacent to Northyards Business Park. As a result, housing on the site is physically isolated from supporting retail uses.

The general land use and connectivity projects identified below are intended to promote an intense mix of living and shopping experiences that complement Downtown and enhance links between the Upper Westside and major cultural and entertainment uses to the south. Specific projects are identified on Figures 22 through 26 on pages 116 to 120 in the Action Plan section of the report.

## Land Use

The land use emphasis for this area focuses on a highly urban, dense and mixed use environment that serves as a transition from the convention and tourist attractions of Downtown to the Upper Westside. The Overall Implementation section contains more detailed information on the land use and zoning strategy for this area.

## Nodes

**Marietta Street and Simpson Street:** This primary node is envisioned as a high intensity mix of entertainment, tourism activities, and housing along with a gateway feature.

## Pedestrian Amenities

The following pedestrian facility is recommended for the area to enhance access to possible transit opportunities and to accommodate the intensity of use proposed for this area.

- ☐ Marietta Street and Simpson Street Crossing (Project X-7): to include striping, ramps, and signalization



# RECOMMENDATIONS

## TRANSIT OPPORTUNITIES

The Upper Westside area's trend toward denser, mixed use development and an increasing residential base along with its proximity to major employers and institutions makes the study area an excellent link within regional transit networks. The specific transit options identified below are shown on the Transit Opportunities Figure 24 in the Implementation section.



NEW AND IMPROVED TRANSIT SERVICE WILL COMPLEMENT THE UPPER WESTSIDE'S GROWING ROLE AS AN ACTIVITY CENTER

Also shown on Figure 24 are major trip generators identified during study area observation of land uses and development patterns. These transit generators are areas that can produce potential ridership based on employment and population density. The six existing transit generators in and around the Upper Westside are: Centennial Place, Georgia Tech, Home Park, Atlantic Station, the Howell Station and Knight Park neighborhood and the industrial/warehouse area north of Jefferson Street, which includes Georgia Power. These areas should be considered in detail as future transit programs are implemented to ensure that sufficient jobs and housing densities support proposed transit corridors.

## ATLANTA BELTLINE

The Upper Westside LCI strongly supports the Beltline as an opportunity to energize abandoned and underused areas along industrial corridors, link some of the region's premier arts and cultural institutions, and recapture greenways and recreational amenities in an urban context.

As shown on Figure 24 - Transit Opportunities, the plan identifies two preferred possible Beltline transit alignments through the Upper Westside.

- ☐ Herndon alignment: would travel along the western edge of the Howell Station and Knight Park neighborhood, connect with the King Plow Arts Center, and then continue north through Blandtown
- ☐ Marietta Boulevard alignment: a second preferred transit option is for the Beltline to run along Marietta Boulevard and then turn east along Huff Road before continuing north through Blandtown

Selection of the preferred alignments is based on consultation with area stakeholders and an effort to achieve the Beltline objectives of green space connections and revitalization of industrial areas, while minimizing disruption of industrial uses within the study area. This plan also identifies a separate Beltline greenway running along Lowery Boulevard.

# RECOMMENDATIONS

## MARTA-C LOOP

As shown on the Transit Opportunities Figure 24, the plan identified a preferred MARTA C-Loop/Inner Core alternative that runs parallel to Northside Drive. This corridor represents a strong opportunity to integrate the mixed use developments, major employers, and large cultural and education institutions of the study area within a regional transit network.

## OTHER TRANSIT OPPORTUNITIES

As additional transit options, such as rail or rapid bus emerge, the plan recommends that the following corridors be considered as future links in regional transportation networks. These corridors provide strong access to existing transit and roadway systems and other established Activity Centers and can accommodate the denser, mixed use land patterns necessary to support efficient multi-modal transportation.

- ☐ Marietta Boulevard/West Marietta Street route traveling north to connect with the Moores Mill/Bolton Road LCI area and into Cobb County; this recommendations supports the findings of the Northwest Connectivity Study
- ☐ Donald Lee Hollowell Parkway route traveling west to the Bankhead MARTA Station and continuing west along the corridor to I-285



MAJOR CORRIDORS SUCH AS DONALD LEE HOLLOWELL PRESENT AN OPPORTUNITY FOR FUTURE TRANSIT LINES



# RECOMMENDATIONS

## GREENWAY OPPORTUNITIES

The plan identifies three greenway projects intended to create open space/walking opportunities and to connect several key uses within the Upper Westside. The greenway projects are identified on Figure 23.

- Beltline Greenway (Project P-17): While running through the Upper Westside, this greenway would travel north along Joseph Lowery Boulevard before continuing over a bridge through Blandtown. This bridge can be part of the Knight Park/Howell Station – Huff Road connector roadway project (Project NR-6). The greenway would consist of a concrete path at least 10 feet wide with lighting and signage to indicate that this segment is part of the larger Beltline Greenway. Intersection improvements will increase safety at vehicular intersections.
- Maddox Park - English Avenue North – Georgia World Congress Center Greenway (Project P-13): This greenway will run along inactive portions of the CSX rail line from the southern portion of the study area near Antioch and continue north through English Avenue north before connecting to Maddox Park in the south. This greenway will be a 12 foot wide, concrete multi-use path with lighting, landscaping, signage, and intersection improvements.
- Marietta Boulevard Greenway (Project P-18): This greenway is intended as a possible recreational/walking opportunity and a buffer for residential uses. The Marietta Boulevard greenway would run north-south, connecting Maddox Park to recreational/open space opportunities in the northern portion of the study area. The Marietta Boulevard Greenway is also an alternate route for the planned Beltline Greenway through the Upper Westside. Further planning is required to determine the feasible width, design, and uses of this greenway.



MARIETTA BOULEVARD GREENWAY COULD MAKE USE OF  
LARGE, UNUSED SHOULDER AREAS

# RECOMMENDATIONS

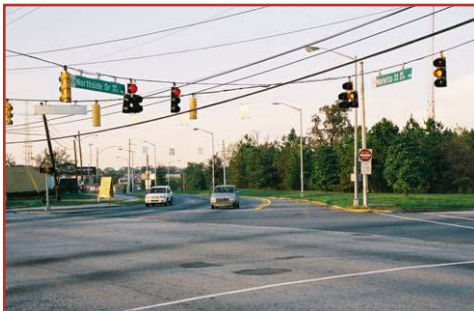
## OTHER CONCEPTS

### NORTHSIDE OPEN SPACE CONCEPT

During the planning process, stakeholders have consistently identified the intersection of Howell Mill Road/Marietta Street/Northside Drive as a critical convergence of main corridors and a highly visible gateway into the study area. To emphasize the special role of this intersection as an organizing feature of the Upper Westside, the LCI recommends that future improvements along Northside Drive include creation of a green space and a distinctive orientation element such as a sign or piece of public art in this area.

As articulated in the LCI process, the Northside open space concept does not establish specific design details for this intersection because the City is currently studying roadway alignment, access, traffic flow, and land use options along this corridor. The purpose of this recommendation therefore is to promote basic goals for the improvement of the intersection that will then flow seamlessly and consistently into the findings of ongoing studies for Northside Drive. The Upper Westside LCI promotes a vision for the intersection of Howell Mill/Marietta/Northside that balances a variety of stakeholder interests including the following:

- ☐ To create an orientation feature and visible gateway for a study area that otherwise lacks a coherent urban design.
- ☐ To create a structured, contiguous, usable open space of approximately two to three acres in size that adds to the limited green space amenities of the Upper Westside.
- ☐ To act as a catalyst for redevelopment opportunities in the southern portion of the study area and a focal point around which future density may be organized.
- ☐ To enhance the safe functioning of the Northside Drive and Marietta Street intersection and to improve motorist orientation.
- ☐ To form a physical link to Georgia Tech, including the linear greenways and “Eco-Commons” stormwater management open spaces proposed as part of the Georgia Tech Campus Master Plan 2004 update and to accommodate the expansion of space for campus athletic activities.



LAND BETWEEN TWO HALVES OF NORTHSIDE PRESENTS AN OPEN SPACE OPPORTUNITY

- ☐ To provide for the safe, regular flow of vehicular traffic along Northside Drive when it functions as an urban boulevard.
- ☐ To establish a convenient stop for proposed transit routes along the Northside Drive corridor.
- ☐ To maintain adequate vehicular flow along existing commercial storefronts and to minimize disruption to existing businesses.

It should be noted that the Northside Drive open space concept will undergo further analysis and coordination as part of the Northside Drive corridor study.